



## **A STUDY ON CONSUMER'S BUYING BEHAVIOUR TOWARDS SPECTACLES**

**\* Dr.S.Subbulakshmi, \*\*Harini G\*\* ORCID ID: 0000-0002-6821-9776,**  
subbulakshmi.s@sdnbvc.edu.in Associate Professor, \*II-M.COM, PG Department of  
Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College, Chennai 44

This study examines consumer buying behavior towards spectacles, used for vision correction, digital device protection, and shielding from UV radiation and debris. A structured questionnaire with 110 respondents was used to gather data on demographics, awareness, and buying behavior. The research investigates whether factors like price, brand, style, and quality influence purchasing decisions and whether income moderates these behaviors. It also explores the impact of technology on online purchases through platforms like Lenskart, Ray-Ban, Titan, and Fast Track, analyzing age groups, purchase modes (online vs. in-store), and the purpose of using spectacles.

**Keywords:** Consumer Behavior, Attitude, Spectacles, Brand, Style, Price

### **Introduction:**

This study aims to determine factors such as price, brand, style, and quality influence consumer buying behavior for spectacles. It also seeks to explore whether income moderates this behavior. Additionally, the study investigates the age groups using spectacles, their purchase preferences (online vs. in-store), and the reasons for using spectacles.

### **Scope of the Study**

This research examines consumer buying behavior toward spectacles, which are used for vision correction, eye protection from digital devices, dust, and UV radiation. A structured survey of 110 respondents was conducted to analyze satisfaction with brand, price, and quality, and to identify the age groups using spectacles, covering both online and in-store purchases.

### **Objectives of the Study**

- To examine the demographic profile of consumers.
- To analyze consumer buying behavior towards spectacles.
- To identify the purpose of using spectacles by consumers.

### **Research Questions:**

- How we examine the demographic profile of consumers?
- How to analyze the consumers buying behavior on spectacles?
- How the demographic diversity and its role in spectacle preferences?

### **Research Methodology**

1. Data collection: Primary data and Secondary data
2. Sample size: 110

### 3. Sample Area of the study: Chennai City

#### Limitations of the Study:

- The study is limited to the urban area of Chennai district due to time and cost constraints, limiting its universal applicability.
- Responses may be influenced by personal or cultural biases from respondents.
- Some respondents may lack interest or hesitate to complete the form.
- In a dynamic world with changing needs and wants, the level of satisfaction reported in the study is not permanent.

#### Review of Literature:

- Mr .A.Daniel Aruldass and Dr.G. Vengatesan (2019) made a research on consumers attitude towards buying spectacles through online. Understanding the usage of specs and coming to know that the style, color, design may make the consumer to give away a stunning look to others but the quality of the frame and correct power given in the lens is the main purpose and need of the consumers to wear the specs. If a consumer is well educated to handle the internet in a better way, yes, online shopping is a real blessing to the consumer, or else it will definitely take him to its worst side.
- Ankit Porwar(2021) made a research on consumer perception towards online buying behaviour of Lenskart product. This study result the consumer prefers both online and offline mode of purchasing Lenskart products and most of them prefer online because people don't want to step out in this covid situation and they are familiar with the products and services of optical brands so they feel safe in online buying and in Lenskart gives them best offering.
- Ms. S. Manikandan (2022) made a research on consumer satisfaction of Ray-Ban glass. They concluded by the common ground is that the ray ban companies in the world are want more profit more shareholders value and more market share among others the realization of these objectives have been attained through the successful initiation development and management of the strategies in most instances, Ray Ban company is one of the known companies around the world dealing with sunglasses as a product.

#### ● RELIABILITY ANALYSIS:

INTERPRETATION: Reliability analysis for this study satisfaction croabach's Alpha acceptable range of above 0.5. The reliability co-efficient are 0.782. Hence, the researcher proceeded with structure questionnaire.

#### PERCENTAGE ANALYSIS:

**Table No. 1.1 Showing Demographic profile of the respondents**

Particulars	No. of Respondents	% of Respondents
Gender: Female	74	67.3

Age group: between16-20	<b>51</b>	<b>46.4</b>
<b>Educational Qualification: UG</b>	<b>66</b>	<b>60.0</b>
Family Size: 3-5members	<b>65</b>	<b>59.1</b>
Monthly income between Rs10000-Rs20000 monthly	<b>30</b>	<b>27.3</b>
Wearing spectacles: Optician	<b>84</b>	<b>76.4</b>
Prefer lighter weight frame.	<b>95</b>	<b>86.4</b>
Willing to uses spectacles	<b>71</b>	64.5
Use power glasses	<b>60</b>	<b>54.5</b>
Prefers to buy spectacles in-stores	<b>69</b>	62.7
Purpose is to Computer Work	<b>56</b>	<b>50.9</b>
Preferring to brands -lens kart	<b>69</b>	<b>62.7</b>
Using the spectacles for a period of “less than a year”	<b>30</b>	<b>27.3</b>
Currently own Two Spectacles	<b>48</b>	<b>43.6</b>
More preference for style during purchase	<b>51</b>	46.4
More preference for brand during purchase	<b>27</b>	24.5
More Preference for price during purchase	<b>41</b>	37.3
More preference for quality during purchase	<b>30</b>	27.3
Agreeing that Continuous usage of spectacles will reduce power	<b>31</b>	28.2

Source: Primary Data

### Interpretation:

It can be inferred that 67.3% are female. 46.4% are in between the age of 16-20 years. 60% possess UG as their qualification. 59.1% having their family size as 3-5 members. 27.3% having their Monthly income as in between Rs10000-Rs20000. 76.4% Wearing spectacles as the advice of the Optician. 86.4% wears lighter weight frame. 64.5% use smart spectacles. 54.5% use power glass. 62.7% Prefers to buy spectacles in-stores. 27.3% are Using the spectacles for a period of “less than a year”. 43.6% are currently own Two Spectacles. 46.4% prefers for style during purchase. 24.5 % prefers to use branded spectacles. 37.3 and 27.3 % concern for price and for quality while purchasing optical. 28.2% says that continuous use of spectacles will reduce power.

### RANKING ANALYSIS: WEIGHTED AVERAGE:

Table No.2 shows factors that give satisfaction on spectacles

Factors that give satisfaction	Highly satisfied - 5	Satisfied - 4	Neutral - 3	Dissatisfied - 2	Highly dissatisfied - 1	Total (wx)	Mean Score / Average = $\frac{Wx}{w(5+4+3+2+1)}$	Rank
Price	$(45*5)$ 225	$(35*4)$ 140	$(10*3)$ 30	$(10*2)$ 20	$(20*1)$ 20	435	$(435/15)$ 29	I
Brand	$(40*5)$ 200	$(30*4)$ 120	$(20*3)$ 60	$(7*2)$ 14	$(13*1)$ 13	407	27.133	VI II
Color	$(42*5)$ 210	$(38*4)$ 152	$(10*3)$ 30	$(15*2)$ 30	$(5*1)$ 5	427	28.47	IV
Shape	$(41*5)$ 205	$(39*4)$ 156	$(8*3)$ 24	$(12*2)$ 24	$(10*1)$ 10	419	27.93	VI
Design	$(43*5)$ 215	$(35*4)$ 140	$(12*3)$ 36	$(12*2)$ 24	$(8*1)$ 8	423	28.2	V
Quality	$(44*5)$ 220	$(34*4)$ 136	$(16*3)$ 48	$(8*2)$ 16	$(8*1)$ 8	428	28.53	II
Features	$(46*5)$ 230	$(36*4)$ 144	$(8*3)$ 24	$(10*2)$ 20	$(10*1)$ 10	428	28.53	II
	$(50*5)$	$(30*4)$	-	$(15*2)$ 30	$(15*1)$ 15	415	27.67	VII

Eye Protection	250	120						
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Source: Primary Data

Interpretation: By applying weighted average ranking method, it was found that the respondents ranked Price as first, Quality & Features as a constant rank of two, followed by Color, Design, Shape, Eye Protection, and brand as the eighth or least rank.

**TABLE SHOWING LIKERT SCALE TECHNIQUES**

<b>PURPOSE OF SAVINGS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>TOTAL</b>	<b>MEAN SQUARE/AVERAGE</b>	<b>RANK</b>
<b>Visual acuity needs</b>	1	14	27	44	60	352	5.03	V
<b>Prescription accuracy</b>	10	44	36	36	40	228	3.26	I
<b>Lens type (e.g., single vision, bifocal, progressive)</b>	34	12	-	4	10	305	4.36	III
<b>Frame style and design</b>	3	10	39	60	30	354	5.05	VI
<b>Brand reputation</b>	-	8	15	8	5	550	7.93	X
<b>Comfort and fit</b>	-	2	3	16	50	505	7.21	VIII
<b>Lens features (e.g., anti-glare, UV protection, blue light blocking)</b>	5	22	45	48	60	276	3.94	II
<b>Professional recommendation (e.g., optometrist advice)</b>	12	2	6	-	-	535	7.64	IX

<b>Warranty and after-sales service</b>	6	16	21	40	55	337	4.81	IV
<b>Lifestyle requirements (e.g., sports, work, daily use)</b>	-	10	27	28	50	384	5.48	VII

Interpretation: By applying Likert Scale Techniques ranking method, it was found that the respondents ranked Prescription accuracy as first and brand reputation as the least/last rank.

### Suggestions:

- ☐ Screen Distance: Sit at least 3 meters away from screens to reduce eye strain.
- ☐ Clean Spectacles: Regularly clean glasses with lens cleaner and a soft cloth to remove smudges and dust.
- ☐ Regular Eye Checkups: Visit an eye care professional for routine checkups to detect and correct vision issues early.
- ☐ UV Protection: Wear spectacles with UV protection to shield eyes from harmful rays, acting like sunscreen.
- ☐ Avoid Sharing Spectacles: Don't share glasses, even with the same prescription, to prevent hygiene issues and potential eye infections.
- ☐ In-Person Shopping: Buy spectacles at reputable optical shops for professional advice, style comparisons, and exclusive deals.
- ☐ Nutrition for Eyes: Consume vitamin A-rich foods like carrots (beta-carotene) and broccoli/Brussels sprouts (vitamins A, C, E) to protect eyes from free radicals.

### Conclusion:

Consumers prioritize style, comfort, price, and brand when purchasing spectacles. Quality, accurate lens power, and frame durability are critical. While some opt for high-end eyewear, others seek affordable yet stylish and functional options. Online shopping is popular for its convenience and variety, but concerns about frame fit and lens customization highlight the need for virtual try-on tools and clear return policies. Retailers must offer diverse, stylish, and comfortable options at varied price points while building a strong brand to attract and retain customers in a competitive market. Consumers should choose trusted platforms carefully, especially given the direct impact on eye health.

### BIBLIOGRAPHY

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### **WEBSITES**

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